Turning Your Web Traffic Into Foot Traffic

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Frameworks
Conversion Funnel
Conversion Funnel
Working Backwards
Authentication

Hold

Visit
Built-in Metrics

- Homepage
- Search
- Selection
- Authentication
- Hold
- Visit

Surveys / Backlinks
Bounce Rate
Vendors / UT
Holds placed
Holds picked up
Vendors / UT
Vendors / UT
Troubleshooting

- Homepage
- Search
- Selection
- Authentication
- Hold

- Bounce Rate
- Vendors / UT
- Vendors / UT
- Vendors / UT
- Holds placed
- Holds picked up

Surveys / Backlinks
The Ideal Funnel?
The Ideal “Funnel”

- Homepage
- Search
- Selection
- Authentication
- Hold
- Visit
Ecommerce Strategies: Amazon

- Visit
- Hold
- Authentication
- Selection
- Search
- Homepage
Ecommerce Strategies: Amazon

- Visit
  - Hold
    - Authentication
    - Selection
  - Search
    - Homepage
Ecommerce Strategies: Amazon
Ecommerce Strategies: Amazon
Ecommerce Strategies: Amazon

- Homepage
- Recommendations
- Selection
- Caching / One-click
- Hold
- Shipping
Comparison

Homepage

Selection

Hold

Homepage

Search

Selection

Authentication

Hold

Visit
Library + Koios

- Search engines
- eCommerce
- Research tools

Checks library automatically

- Notifies user if available
- Links directly to record

Authentication

Hold

Visit

Koios Analytics
Comparison

Search | eCommerce | Research

Authentication

Hold

Visit

Homepage | Search | Selection | Authentication

Hold

Visit
The Library Conversion Funnel and Metrics

- Google
  - Homepage
  - Search
  - Selection
  - Authentication
  - Hold
  - Visit

- Direct
  - Surveys / Backlinks
  - Bounce Rate
  - Vendors / UT
  - Vendors / UT
  - Vendors / UT
  - Holds placed
  - Holds picked up